Connector Message for Hingst, Donna

To: GMR

Cc: Fontanez, Jose; Hingst, Donna

From: McGrath, Kathleen

Date: Tue, Jan 30, 1996 11:05 AM

Subject: RE: Grill Bid #2

Hi Caroline,

Wow - lot's of questions, but good ones. Ok, here goes:

1. We will be developing the schedule and negotiating fees, however as you point out, the executing agency will have a lot of contact with the event in the end.

2. We are not conducting pack sales at any of the cooking events, only name generation. The name generation portion of this event will be handled by Phoenix Marketing and thus doesn't have to be included in the bid package.

3. As the schedule stands today, we'll be running 90 days, from May 16 - Sept. 2. That includes 9 events. Formal contracts have not been signed with any event as of yet, so these numbers are subject to change, but I hope not too much.

4. We will provide signage, and kiosks, however if fencing for the area was not included in the original bid package, it needs to be put into this one. (we need to enclose the area or ensure that only smokers actually get samples - so folks can't sneak in the back). Aditionally, the executing agency needs to develop a system to ensure that consumers can't get more than one sample per day.

Phoenix Marketing will handle transportation of any name generation materials. The executing agency will be responsible for the transportation of all other materials.

5. Yes, confidentiality agreements will have to be sent out. We will do that from this office.

6. Philip Morris will execute the actual bidding process for this portion of the program.

I am also looking forward to getting the grill bids in. It's kind of like a kid waiting for Christmas to come - I'm very curious to see what we end up getting back.

I would like to get the bids for the execution end of this program out ASAP, so please fax me a copy as soon as you think you've got it pretty well down so we can start reviewing it.

Stop by tomorrow when you're in NY.

Talk to you soon,
Kathy

Source: https://www.industrydocuments.ucsf.edu/docs/rzkm0004